FOR IMMEDIATE RELEASE

VacationRoost Launches "Book Early, Save Big" Promotion For Early Saving On Winter Vacations

SALT LAKE CITY, UT—July 27, 2010

VacationRoost, online provider of the largest selection of professionally managed vacation rentals in 84 beach and ski destinations, today announced its second annual "Book Early Save Big" (BESB) promotion. The promotion encourages customers to book upcoming ski vacations by providing lodging deals in 19 popular winter destinations such as Breckenridge, Park City, Steamboat and Whistler/Blackcomb.

"Our customers are booking their vacations earlier this year and we are excited to provide them outstanding savings on some great locations," said Julian Castelli, CEO of VacationRoost. "We are encouraging them to book early for both the savings and finding the exact property to match their vacation needs."

With more than 2500 participating properties offering savings up to 35% on vacation rental lodging, there is something for every budget. The promotion runs through August 31st, with details at www.vacationroost.com.

About VacationRoost Inc.
With more than 100,000 vacation rentals in 84 beach and ski destinations across North and South America, VacationRoost.com offers the largest selection of professionally managed vacation homes and condos throughout its network of websites and affiliate partners. Travelers can search, compare and book their vacation rental online, or work with an experienced destination expert to find the perfect spot for their vacation. Based in Salt Lake City, UT, VacationRoost's team of experienced travel professionals is committed to making booking a vacation rental just as easy as booking a hotel room online.

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